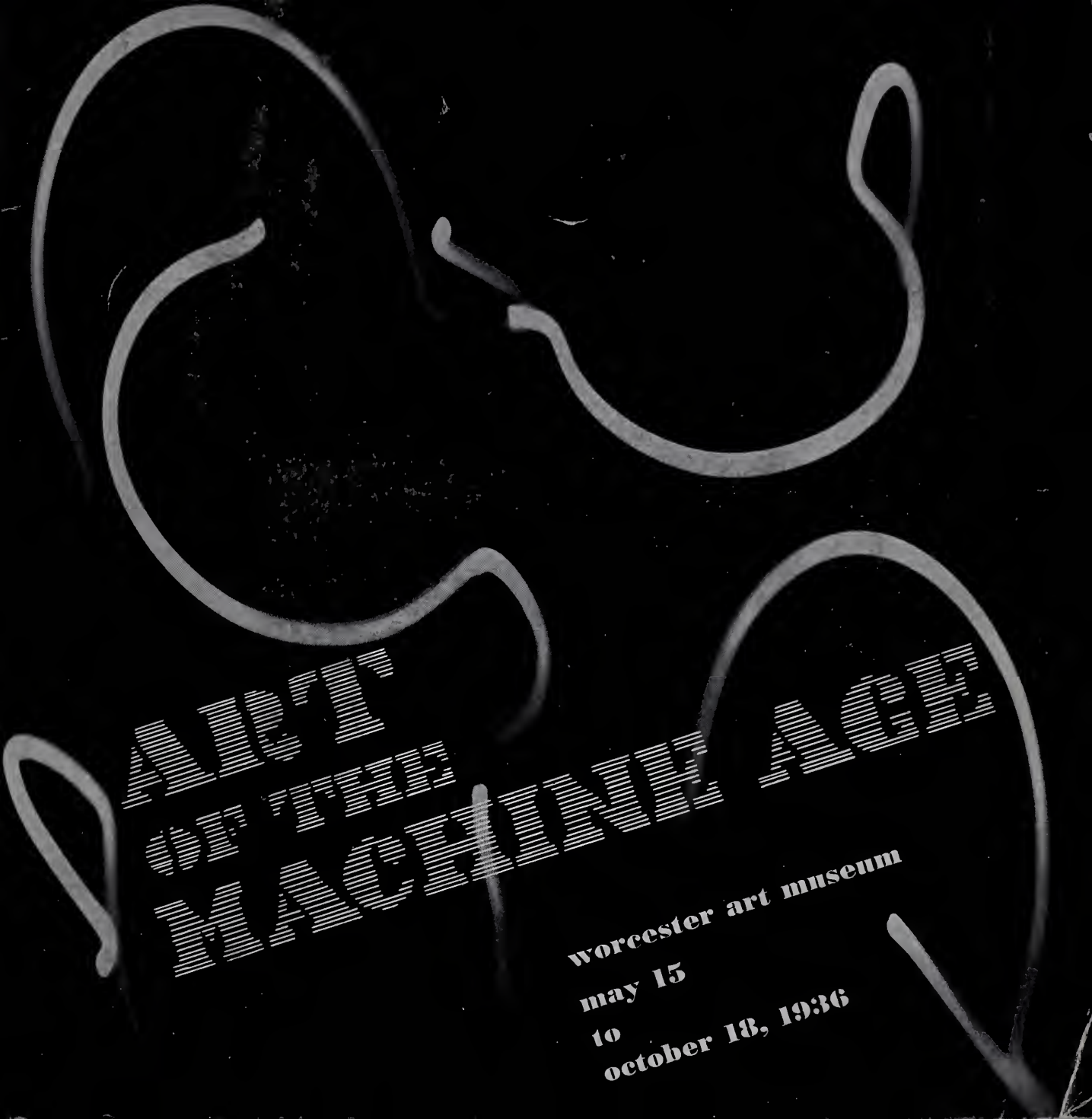

ART
OF THE
MACHINE AGE
worcester art museum
may 15
to
october 18, 1936

The cover: cup handles for thermos bottles manufactured by the Parker Wire Goods Company. A photogram by Berenice Abbott.

ART OF THE MACHINE AGE

THE CHALLENGE OF MASS PRODUCTION

AN EXHIBITION OF WORCESTER COUNTY PRODUCTS

ORGANIZED BY WALTER BAERMANN
FOR THE WORCESTER ART MUSEUM

WITH THE COOPERATION OF
THE WORCESTER CHAMBER OF COMMERCE
AND THE ARTS AND INTERESTS COMMITTEE OF
THE JUNIOR LEAGUE OF WORCESTER

ACKNOWLEDGMENTS

THE TRUSTEES OF THE MUSEUM AND THE COMMITTEE FOR THE EXHIBITION GRATEFULLY ACKNOWLEDGE THEIR INDEBTEDNESS TO THE FOLLOWING:

American Antiquarian Society	
American Optical Company, Southbridge	Optical Instruments
American Steel and Wire Company	Wire, Cables
Associated Industries of Massachusetts	
F. A. Atherton Company	Refrigerators
Baldwin-Duckworth Chain Corporation	Roller Chains and Gears
John Bath and Company, Inc.	Internal Micrometers
The Bell Company	Worsted Goods
Alexander Calder	
Loring Coes Company	Machine Knives
Coppus Engineering Corporation	Turbines and Blowers

Crompton and Knowles Loom Works	Looms
Curtis and Marble Machine Company	Textile Finishing Machinery
Dennison Manufacturing Company, Framingham and Marlboro	Decorative Papers and Boxes
Dupont Viscoloid Company, Leominster	Viscoloid Accessories
Eastern Bridge and Structural Company	Structural Shapes
Florence Stove Company, Gardner	Heating Equipment
Forbes and Myers Company	Electric Motors
Graton and Knight Company	Leather Belting
C. A. Grosvenor Shoe Company	Slippers
Harrington and Richardson Arms Company	Firearms
Heald Machine Company	Grinding Machinery
Victor Hedlund Company	Restaurant Cooking Equipment
Heywood Boot and Shoe Company	Men's Shoes
Heywood-Wakefield Company, Gardner	Furniture
John Woodman Higgins Armory	
Hopeville Manufacturing Company	Woolen Goods
Hygenia Brush Company	Brushes
Independent Lock Company, Fitchburg	Locks
Iver Johnson's Arms and Cycle Works, Fitchburg	Firearms and Bicycles

Koehler Manufacturing Company, Marlboro	Portable Rechargeable Lamps
Logan, Swift and Brigham	Envelopes
Matthews Manufacturing Company	Metal Stampings
Morgan Construction Company	Rolling Mill Machinery
New England Council	
Norton Company	Abrasives, Grinding Machinery
Parker Wire Goods Company	Wire Goods
Persons-Majestic Manufacturing Company	Automobile Accessories
The Prager Company	Wall Paper
Pullman-Standard Car Manufacturing Company	Trolley and Railroad Cars
Reed Small Tool Works	Micrometers
Rice, Barton and Fales, Inc.	Paper Making Machinery
Riley Stoker Corporation	Automatic Stokers
Rockwood Sprinkler Company	Sprinkling Systems
Simonds Saw and Steel Company, Fitchburg	Saws
Frank W. Smith, Inc., Gardner	Silver
Stevens-Walden, Inc.	Automotive Repair Tools
Sweeper-Vac, Inc.	Vacuum Cleaners
Walter Dorwin Teague	
J. R. Torrey Razor Company	Straight Razors
Walberg and Auge	Musical Instruments

Warren Leather Goods Company	Leather Bags
The Washburn Company	Wire Goods
The O. C. White Company	Lighting Fixtures
Whitney Manufacturing Company	Stationery
M. J. Whittall Associates, Ltd.	Rugs and Carpets
Wickwire Spencer Steel Company	Wire, Wire Cloth
Williams and Bridges Company	Boxes
John H. Wilson Manufacturing Company	Wood Turnings
Woodbury and Company, Inc.	Letterheads
Worcester Gear Works, Inc.	Gears
Worcester Pressed Aluminum Company	Metal Stampings
Worcester Pressed Steel Company	Metal Stampings
Worcester Stamped Metal Company	Metal Stampings
Wright Machine Company	Screw Machine Products
George F. Wright Steel and Wire Company	Wire Fencing
Wyman and Gordon Company	Crankshaft Forgings

Articles manufactured within twenty-five miles of Worcester, whether in Worcester County or not, have been included in this exhibition.

When in 1835 the service of the Boston and Worcester railroad was inaugurated, the future of the community was sealed. Up to that time Worcester had been a prosperous county seat, scarcely more than a village, steeped in the eighteenth century tradition of New England. It was essentially a county town, the seat of the law courts, a market place for the exchange of agricultural commodities. It had developed a society ruled by the landowners, descendants of the Puritans who had settled here in the seventeenth century. They had intermarried with the more successful shopkeepers and business men and combined, together with the clergy, to form the nucleus of a pleasant and stimulating society. With the founding of textile mills in the nearby towns of Providence and Pawtucket by Samuel Slater who introduced these first fruits of England's industrial revolution to America, Worcester became more and more conscious of its destiny as an industrial center. The rapid establishment of five new railroads in addition to the Blackstone Canal made it possible not only to bring closer together the prosperous county villages where water-power was abundant, but also enabled these communities to bring coal and iron from the West and cotton from the South. The raw materials were converted by our Worcester factories and the finished products were easily distributed. Worcester became almost overnight the supply city for the textile industry, that industry upon which the wealth and prosperity of New England have been based since before the Civil War.

For generations the machine tool industry of the United States has depended largely upon this community and, in turn, this community is dependent upon it. In the span of one hundred years Worcester citizens have passed from the handicraft stage to mass production. Where our ancestors produced a single article in a week we now produce thousands in a day. New elements of design have been developed to keep pace with the change of public taste. The consumers of our goods are demanding a better standard of appearance for every article they buy. The manufacturer not only has learned that a good looking object can be made as easily and as inexpensively as an ugly one, but he also realizes that the sales appeal of his product today is in direct proportion to its beauty.

An art museum is primarily concerned with beauty. It should collect and show beautiful objects of all periods. It should also instruct its public where beauty may be found, that it can exist in every creation of the human mind. Industry and beauty are not incompatible. They are in fact mutually dependent upon one another. It is the purpose of this exhibition to bring home this truth and to destroy the insidious belief that art must be limited to the highbrows who can appreciate it; for art, after all, is the common possession of the common man. The Worcester Art Museum in presenting this group of machine-made products, selected only for their excellence of design, wishes to acknowledge its obligation to the industrial community which supports it. The exhibition is

neither a sales convention nor a county fair, but a serious attempt to show the conscious advance made by manufacturers in the design of their goods, and to call attention to the logical beauty which is latent in all properly functioning machinery.

Francis Henry Taylor